

PLAYER'S NAVY CUT CLUB PROGRAM EVENT RECAP



Market: San Francisco

Account: Bottom of the Hill

Date/Time of Promotion: February 24, 1995 - 7:30pm - 12:30am

Number of Surveys Completed: 4

Number of Consumers at Event: 250

Manager Comments:

Management was pleased with the promotional execution. Although it was not a smoking crowd, they were very receptive to how the promotion was run.

Consumer Comments:

Consumers were given matches as they entered the club. Again, although not a smoking crowd, consumers were impressed with the promotional execution.

Suggestions:

Should there be an open pack available should consumers ask for a sample cigarette? If legal, this may not be a bad suggestion to get people to try the product.

Product Notes:

N/A

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GMR Marketing